

Appendix 1 – Teesside Freeport / Invest Tees Valley Quarterly Marketing Performance Statistics

WEBSITE			
	Q3 2022	Versus Q3 2021	Versus Q2 2022
Website Hits			
Invest	1,322	Invest 50%↓	Invest 18%↓
Freeport	1,508	Freeport 48%↓	Freeport 29%↓
Page views			
Invest	2,793	Invest 50%↓	Invest 22%↓
Freeport	4,352	Freeport 42%↓	Freeport 28%↓
New visitors			
Invest	1,278	Invest 50%↓	Invest 19%↓
Freeport	2,068	Freeport 49%↓	Freeport 29%↓

SOCIAL MEDIA (ORGANIC)			
	Q3 2022	V Q3 2021	V Q2 2022
	23	58%↓	26%↓
		Posts	
	44,106	59%↑	1%↓
		Impressions	
	38	65%↑	32%↓
		Engagement	
	38	65%↑	32%↓
		Comments	
	38	65%↑	17%↓
		Sentiment	

